

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**For Six Month Period Ending 07/31/2012

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

(b) Registration No.

M. Silver Associates, Inc.

3131

(c) Business Address(es) of Registrant

747 Third Avenue, 23rd Floor
New York, NY 10017

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

(1) Residence address(es) Yes ☐ No ☐(2) Citizenship Yes ☐ No ☐(3) Occupation Yes ☐ No ☐

(b) If an organization:

(1) Name Yes ☐ No ☒(2) Ownership or control Yes ☐ No ☒(3) Branch offices Yes ☐ No ☒

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.Yes ☐ No ☒If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

| Name | Position | Date Connection Ended |
|------|----------|-----------------------|
|------|----------|-----------------------|

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

| Name | Residence Address | Citizenship | Position | Date Assumed |
|------|-------------------|-------------|----------|--------------|
|------|-------------------|-------------|----------|--------------|

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

| Name | Residence Address | Citizenship | Position | Date Assumed |
|------|-------------------|-------------|----------|--------------|
|------|-------------------|-------------|----------|--------------|

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

| Name | Position or Connection | Date Terminated |
|----------------|------------------------|-----------------|
| Robert Einhorn | Account Supervisor | 4/30/2012 |

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

| Name | Position or Connection | Foreign Principal | Date Terminated |
|----------------|------------------------|-------------------------|-----------------|
| Robert Einhorn | Account Supervisor | Aruba Tourism Authority | 4/30/2012 |

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

VIA RAIL

OFICINA DE VISITANTES Y CONVENCIONES DE LA RIVIERA NAYARIT

Singapore Tourism Board

Aruba Tourism Authority

Turkish Culture & Tourism Office

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☐ No ☒

Exhibit B⁴ Yes ☐ No ☒

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

-
11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

2012 PR Plans

-
12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

-
13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

⁵ The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION**14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

| Date | From Whom | Purpose | Amount |
|-------------------------|-----------|---------|--------|
| Please see attachment I | | | |

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

| Foreign Principal | Date Received | Thing of Value | Purpose |
|-------------------|---------------|----------------|---------|
| | | | |

^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

| Date | To Whom | Purpose | Amount |
|------|---------|---------|--------|
|------|---------|---------|--------|

Total

(b) **DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐

No ☒

If yes, furnish the following information:

| Date | Recipient | Foreign Principal | Thing of Value | Purpose |
|------|-----------|-------------------|----------------|---------|
|------|-----------|-------------------|----------------|---------|

(c) **DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐

No ☒

If yes, furnish the following information:

| Date | Amount or Thing of Value | Political Organization or Candidate | Location of Event |
|------|--------------------------|-------------------------------------|-------------------|
|------|--------------------------|-------------------------------------|-------------------|

^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²
 Yes ☒ No ☐

If Yes, go to Item 17.

- (b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?
 Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

VIA RAIL
 OFICINA DE VISITANTES Y CONVENCIONES DE LA RIVIERA NAYARIT
 Singapore Tourism Board
 Aruba Tourism Authority
 Turkish Culture & Tourism Office

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒
 If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☒ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☒ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches
☐ Other (specify) _____

Electronic Communications

- ☐ Email
☐ Website URL(s): _____
☐ Social media websites URL(s): _____
☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☒ Newspapers ☐ Libraries
☐ Legislators ☒ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☐ Other (specify) _____

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?
 Yes ☐ No ☒

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

August 16, 2012

/s/ Morris Silver

eSigned

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

TURKEY TOURISM 2012 CALENDAR

| Month | Press Releases | Pitches | Notes |
|-----------|---|---------|-------|
| January | Istanbul, 2012 European Capital of Sport, to Host 33 rd World Medical Health Games | | |
| February | | | |
| March | | | |
| April | | | |
| May | | | |
| June | | | |
| July | | | |
| August | | | |
| September | | | |
| October | | | |
| November | | | |
| December | | | |

- **Top 7 Istanbul**
- **2012 Istanbul European Capital of Sport**
www.aces-europa.eu
 - Sports: golf, skiing, yachting, ballooning and
 - IAAF World Indoor Championships in Istanbul
March 9 - 11, 2012
<http://www.istanbul2012wic.org>
 - Runfire Cappadocia
July 7 – 15, 2012
<http://www.runfirecappadocia.com/EN/>
 - LycianWay Ultra Marathon
September 22 – 30, 2012
<http://www.likyayoluultramaratonu.com/EN/>
- **History and archaeology**
 - New discoveries, major excavations
- **Culture and Arts**
 - IKSv events (dates are n/a)
 - Contemporary Istanbul (November)

- **Gastronomy/Wine**
- **Istanbul Shopping Festival**
- **Meetings, conventions, incentives**
- **Religious Travel**
- **Nature/environment: national parks**
- **Family travel**
- **Cruising and port experiences**
- **Beach**
 - **Top beaches of Turkey**
- **Couples, romance and honeymoons**
- **Health/Wellness - spas: thermal baths, natural springs**

6th International Antalya Sand Sculpture Festival
<http://www.larasandland.com>

The tradeshow that TT will participate in 2012

- NY Times Travel Show, March 2-4, 2012, New York, NY
- Miami Sea Trade, March 12-15, 2012, Miami ,FL
- ASTA IDE, March 1-4, 2012, Lima, Peru
- ASTA TRADE September 7-9, 2012, Los Angeles, CA
- iMEX AMERICA, October 9-11, 2012, LAS Vegas, NV



BIG GAME FISHING YEAR ROUND IN RIVIERA NAYARIT

Two major fishing tournaments scheduled in May and October

RIVIERA NAYARIT, Mexico – Quickly becoming one of the best fishing destinations in the Americas, the Sport Fishing Club of Tepic, Riviera Nayarit, is organizing two exhilarating events this year. The 52nd International Sports Fishing Tournament will be held in San Blas (May 30th – June 3rd) and the inaugural International Sports Fishing Tournament (October 10th – 14th) will take place in La Cruz de Huanacastle.

Competitors to both will have the chance to test their skills in trying to catch marlin and tuna, as well as top game fish such as sailfish, mahi mahi, grouper, red snapper and wahoo. The tuna season extends from May to October and the marlin season extends from July through February including blue marlin, black marlin and striped marlin.

Children, ages 5-11, that demonstrate an aptitude for the sport can also take part in several tournaments taking place throughout the year in various locations.

Sport fishing in Riviera Nayarit is easily accessible year round, serviced by reputable, top quality fishing charters Nuevo Vallarta, Bucerias, La Cruz de Huanacastle, Punta Mita, Sayulita, San Francisco, San Blas and Lo de Marcos. Boats range from beach rental *pangás* (Mexican version of a skiff) to large fishing cruisers that can be rented by the hour, half day to all day. Some charter services also offer overnight charters which include all meals and sleeping accommodations. Fishing parties of up to six to eight people lasting eight hours usually cost approximately US\$500.

An extensive list of sport fishing charters from Banderas Bay are listed on: www.fishingnayarit.com. Fishing charters in other areas of Riviera Nayarit, include:

- Isla Del Rey Sport Fishing, San Blas
Website: www.sanblasfishing.com
- Rancho Mi Chaparrita, La Cruz de Huanacastle
Website: <http://www.michaparrita.com/english/pesca.htm>
- Reel Hot Charters, Punta de Mita
Website: www.reelhotcharterspuntademita.com
- Tunatime Sportfishing, Punta de Mita
Website: www.tunatimesportfishing.com

To complement a memorable fishing excursion, the destination also offers beautiful, sunny weather all year-round, a wide array of luxurious resorts and top attractions ranging from acclaimed golf courses to adventure activities. Riviera Nayarit is also a haven for fishing records - two world record catches of blue marlin and wahoo were captured in Nayarit! Who knows you might be next!
















For more information on Riviera Nayarit's fishing and other activities, please visit www.RivieraNayarit.com.

About Riviera Nayarit

Mexico's newest destination, Riviera Nayarit, stretches along 192 miles of pristine Pacific coast framed by the majestic Sierra Madre Mountains just ten minutes north of accessible Puerto Vallarta International Airport. The region extends along the entire coast of the Pacific state of Nayarit including the resorts of Nuevo Vallarta, the historic colonial town of San Blas, exclusive Punta Mita, picturesque fishing villages, miles of serene beaches and spectacular Banderas Bay. Riviera Nayarit offers countless activities, such as: PGA golf courses, luxury spas, whale watching, turtle release, zip lining, surfing, bird watching, international cuisine, and the local artwork from the traditional Huichol tribe. The region attracts and satisfies vacationers of all tastes and budgets with its wide range of accommodations including chic luxury resorts, eco-tourism boutique hotels and quaint B&B inns. For more information, visit www.RivieraNayarit.com or follow Riviera Nayarit's Fan Page on [Facebook](#).

###

CONTACT: M. SILVER ASSOCIATES
Tel: (212) 754-6500
Miruna Seitan, ext. 239
miruna@msilver-pr.com

|  CHARTER TRIPS AND FISHING PARTY | | | | | | | | | | | | |
|--|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Home Boat Information Fishing Trips Our Fees Fishing Calendar Photo Gallery FAQ Contact Us | | | | | | | | | | | | |
| Fish Type | | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Dec | Jul | Dec |
| Tuna |  | ** | ** | ** | *** | ***** | ***** | ***** | ***** | ***** | ***** | ***** |
| Amber Jack |  | * | * | *** | *** | ***** | ***** | * | * | * | * | * |
| Mahi Mahi |  | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** |
| Grouper |  | ** | ** | ** | ** | *** | *** | *** | *** | ** | ** | ** |
| Creville Jack |  | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** |
| Blue Marlin |  | *** | *** | * | * | ** | ** | *** | *** | *** | *** | *** |
| Black Marlin |  | *** | *** | * | * | ** | ** | *** | *** | *** | *** | *** |
| Striped Marlin |  | ** | * | * | * | * | ** | ** | ** | *** | *** | *** |
| Pargo |  | * | * | ** | *** | *** | *** | ** | *** | * | * | * |
| Rooster Fish |  | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Sailfish |  | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** |
| Sierra |  | * | *** | *** | *** | *** | *** | *** | ** | ** | ** | ** |
| Snapper |  | ** | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Wahoo |  | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** |

• Low **Good ***Good ****Better *****Best

###



FOR IMMEDIATE RELEASE

**AEROMEXICO VACATIONS TO RIVIERA NAYARIT
NOW OFFERED FROM GATEWAYS ACROSS U.S. AND CANADA**

**Seven Resorts, Roundtrip Airfare, Meals and More are Featured Attractions of
All-Inclusive Vacation Packages**

RIVIERA NAYARIT, (June 19, 2012)--- The incomparable beaches, restaurants, resorts and natural beauty of Riviera Nayarit have just been wrapped up and tied with a bow for travelers throughout the United States and Canada. Aeromexico Vacations on May 31st introduced all-inclusive vacation packages from almost 40 cities that feature round-trip airfare, accommodations, meals and many other amenities, even airport transfers, hotel taxes, luggage handling, gratuities and 24/7 toll-free assistance.

The packages in Riviera Nayarit combine travel on Aeromexico and partner airlines with seven all-inclusive four- or five-star resorts. Depending on the resort, guests will enjoy a wide choice of dining experiences, extensive recreational facilities, including swimming pools and beaches, shopping, sightseeing, children's programs, enrichment activities such as arts and crafts or language lessons, theme dinners and nightly entertainment. All for the price of the Aeromexico Vacation package.

In addition, each of the participating resorts adds in its own special incentives and amenities. These include, depending on the package chosen:

- Dreams Villamagna Nuevo Vallarta: up to a \$400 resort credit and for kids, a free stay and free meals
- Marival Resort & Suites: Complimentary golf and an "Exclusive All Inclusive Plus" plan
- Marival Residences & World Spa: Unlimited complimentary golf, the "Exclusive All Inclusive Plus" plan, six free tours and one free night
- Riu Jalisco: A \$35 spa credit and 20% discount on golf greens fees
- Riu Palace Pacifico: A \$35 spa credit and 20% discount on golf greens fees
- Riu Vallarta: A \$35 spa credit and 20% discount on golf greens fees
- Vallarta Palace: Up to \$2,500 resort credit and kids stay and eat free

For information and reservations, visit www.aeromexicovacations.com or call 800-934-4488. For information on Riviera Nayarit, please visit www.rivieranayarit.com

About Riviera Nayarit

Mexico's newest destination, Riviera Nayarit, stretches along 192 miles of pristine Pacific coast framed by the majestic Sierra Madre Mountains just ten minutes north of accessible Puerto Vallarta International Airport. The region extends along the entire coast of the Pacific state of Nayarit including the resorts of Nuevo Vallarta, the historic colonial town of San Blas, exclusive Punta Mita, picturesque fishing villages, miles of serene beaches and spectacular Banderas Bay. Riviera Nayarit offers countless activities, such as: PGA golf courses, luxury spas, whale watching, turtle release, zip lining, surfing, bird watching, international cuisine, and the local artwork from the traditional Huichol tribe. The region attracts and

satisfies vacationers of all tastes and budgets with its wide range of accommodations including chic luxury resorts, eco-tourism boutique hotels and quaint B&B inns. For more information, visit www.RivieraNayarit.com or follow Riviera Nayarit's Fan Page on [Facebook](#).

###

Media Contact:

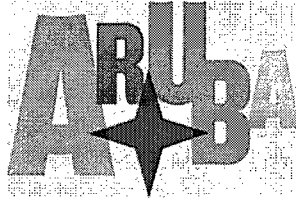
M. Silver Associates

(212)-754-6500, ext 239

Miruna Seitan, miruna@msilver-pr.com

M. Silver Associates Inc.
212-754-6500

FOR IMMEDIATE RELEASE
Contact: Robert Einhorn
Email: robert@msilver-pr.com



**CANADA'S NATIONAL SYNCHRONIZED SWIMMING TEAM TAKES A DIP IN ARUBA
ON THEIR ROAD TO THE SUMMER OLYMPICS**

NEW YORK, NY (February 23, 2012) - On the road to this summer's Olympic Games, Canada's National Synchronized Swimming Team took a trip to Aruba to prepare for their most important performance of the year. For the past three weeks, the twelve athletes, their coaches and an international judge have called the One happy island home as they work to choreograph and practice their routine at the Roly Bisslik Olympic Pool, taking inspiration from Aruba's constant sunshine, white sandy beaches and clear blue waters.

In 2010, through a long-time friendship with the Aruban synchronized swimmers, the Canadian team chose Aruba as their ideal practice destination for the Synchronized Swimming World Championship. The team became so enchanted with the island, its facilities and the warmth of its people that traveling to Aruba to practice for the Olympics became the obvious choice.

To enhance the team's experience while on island, the Aruba Tourism Authority, together with De Palm Tours, offered the Canadians an afternoon of relaxation on a catamaran sailing trip and provided souvenirs for the entire crew.

The team's presence on island gave the Aruban synchronized swimmers the unique opportunity to interact with and learn from these Olympic trained athletes by watching the practices and even joining in on some of the sessions.

Building on this experience, Aruba will continue to offer athletes from around the world an ideal destination to boost their training programs with it's near perfect weather and top facilities. The One happy island remains supportive of the Canadian National Synchronized Swimming Team as they make their way to this summer's Olympic Games.

For additional information about Aruba, please visit www.aruba.com.

Videos of the Canadian National Synchronized Swimming Team can be viewed through the links below. High resolution images are available upon request.

<http://bit.ly/xs9MKu>

<http://bit.ly/xjYfP2>

About Aruba

Aruba, One happy island, is truly an extraordinary experience. Located only two-and-a-half hours by air from Miami and four hours from New York City, the island is ideally situated in the southern Caribbean and boasts year-round cooling trade winds and perfect weather with average annual temperatures of 82 Fahrenheit and less than 20 inches of rainfall per year. Aruba serves up 28 luxurious hotels/resorts, championship golf courses, sumptuous spas, vibrant casinos, extraordinary international and local cuisine, exclusive shops and boutiques, exciting land and water activities, art galleries and museums, world-famous festivals and events, clubs and cafes with live music and world class beaches. The backdrop of a cosmopolitan tropical destination with warm, hospitable people is the perfect place for first-time guests and loyal visitors. For more information, please call 1-800-TO-ARUBA, visit us online at www.aruba.com or find us on [Facebook](#).

###

*This material is distributed by M. Silver Associates, Inc. on behalf of Aruba.
Additional information is available at the Department of Justice, Washington, D.C.*

MEDIA RELEASE



GARDENS BY THE BAY SET TO BLOOM IN JUNE 2012

Singapore - May xx, 2012 - Gardens by the Bay announced that the official launch of Bay South Garden will take place on the evening of 28 June 2012 and the garden will open to the public on 29 June 2012.

To celebrate the opening, a program of exciting events spanning two weekends will be held from 29 June to 8 July 2012. Festivities include an array of activities held at different parts of the 134-acre Bay South Garden including 'live' concerts by Grammy Award winner Jason Mraz and local songbird Corrinne May; family carnivals including a green fair to raise awareness of the environment; performances, storytelling and activities for kids; educational demonstrations and self-discovery trails; a photo competition; and, an outdoor movie under the stars.

Highlights of Bay South Garden

When Bay South Garden opens on 29 June 2012, visitors will be able to experience its signature features such as: the 'Flower Dome' and 'Cloud Forest' cooled conservatories; the Supertrees in the Golden Garden, Silver Garden and Supertree Grove; the Heritage Gardens; The World of Plants; and, the Dragonfly and Kingfisher Lakes.

In addition, they can look forward to changing floral displays in the Flower Dome, a specially choreographed light and sound show at the Supertree Grove, and a series of interpretive media and narratives that bring to life the story of plants. Completing the experience will be a host of lifestyle offerings including dining and retail.

"Gardens by the Bay will provide a unique green space and horticulture-themed leisure destination in Marina Bay for all to enjoy. We are excited that in June we will finally be able to share with everyone this new garden, which has been some five years in the making," said Dr. Kiat W. Tan, CEO, Gardens by the Bay.

"We are pulling our efforts together to realize the aspiration of delivering a garden that families, friends and communities in Singapore can enjoy and cherish. As the plants establish and mature over time, we hope that visitors will continue to give their support and grow with the Gardens," Dr Tan added.

From 29 June 2012, Bay South Garden will be open to the public from 5.00am to 2.00am daily. Opening hours for the cooled conservatories and the aerial walkway in the Supertree Grove are from 9.00am to 9.00pm daily.

-continued-



Entry to Bay South Garden will be free, with the exception of the cooled conservatories which showcase plants of high conservation value from two of the most endangered habitats in the world.

Gardens by the Bay is one of several highly anticipated attractions opening in Singapore this year. Set to match the success of the Singapore's globally renowned Night Safari, the River Safari will be Asia's first river-themed animal park comprising of boat rides and displays of freshwater habitats.

Moreover, the highly-anticipated International Cruise Terminal (ICT) is set to open summer 2012. The Terminal will double Singapore's berth capacity and enable more cruise ships to homeport and call on Singapore and Asia.

###

About Gardens by the Bay

An integral part of Singapore's "City in a Garden" vision, Gardens by the Bay spans a total of 101 hectares of prime land at the heart of Singapore's new downtown – Marina Bay. Comprising three waterfront gardens – Bay South, Bay East and Bay Central – it is a showcase of horticulture and garden artistry.

A project started by the National Parks Board, Gardens by the Bay has grown to become an independent organisation and registered charity responsible for developing and managing this world-class garden destination and national icon.

For more information, please visit www.gardensbythebay.org.sg or www.facebook.com/gardensbythebay.

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is an economic development agency for one of Singapore's key service sectors – tourism. The mission of the Board is to develop and champion tourism, so as to build the sector into a key driver of economic growth for Singapore. The STB aims to differentiate Singapore as a destination through the "YourSingapore" brand, delivering on Singapore's promise to provide a concentration of multi-faceted and user-centric travel experiences as well as positioning the destination as one that is future-facing and inspiring; one where visitors are invited to make their virtual experience of Singapore a reality. For more information, please visit www.stb.com.sg

For more media enquiries, please contact:

H&S Public Relations
Maria Castro
Tel: (212) 754-6500 ext. 245
mariac@msilver-pr.com

Stacey Udell
Tel: (631) 253-4043
E-mail: sudell@hillmanpr.com

Melvin Ang
Hill+Knowlton Strategies
DID: (65) 6390 3356
Email: melvin.ang@hkstrategies.com

Cheryl Yab
Hill+Knowlton Strategies
DID: (65) 6390 3328
Email: cheryl.yab@hkstrategies.com



ISTANBUL MUSIC FESTIVAL CELEBRATES 40TH ANNIVERSARY, MAY 31-JUNE 29

Month of Concerts and Performances Feature World-renowned Stars, Prestigious Arts Organizations, Many of Turkey's Leading Musicians and Composers, Plus Surprises

New York, NY (March 15, 2012) --- The Istanbul Music Festival turns 40 this year, celebrating a theme of "Hope and Heroes" with performances by world-renowned classical musicians, prestigious arts organizations and many of Turkey's leading musicians and composers. The festival will take place between May 31 and June 29.

Presented by the Istanbul Foundation for Culture and Arts (IKSV), the month-long schedule of music and dance will feature two world premieres, three Turkish premieres and 23 concerts in eight venues throughout Istanbul and performed by more than 750 local and international artists. Audiences will enjoy symphonic and chamber orchestras, vocal recitals and chamber music.

Capturing worldwide interest will be concerts by the Chamber Orchestra Vienna-Berlin with the German violinist Anne-Sophie Mutter; the highly regarded French pianist Hélène Grimaud playing Berg, Bartok, and Liszt; the acclaimed violinist Gidon Kremer, and the Warsaw Philharmonic Choir. In keeping with the festival's theme, such pieces as Beethoven's *Emperor Concerto* and *Eroica Symphony*, Strauss's *Don Quixote* and Ravel's *Piano Concerto for Left Hand* will be on the festival program as well as a concert celebrating "Women Heroes of Music." The opening concert will be Beethoven's powerful *Ninth Symphony* played by the Borusan Istanbul Philharmonic orchestra under the direction of Sascha Goetzel.

The festival also will feature two special performances by the Zurich Ballet as part of the international farewell tour of Heinz Spoerli, one of the leading choreographers of Europe. Continuing the Istanbul Foundation for Culture and Arts's commitment to contemporary music, two world premieres commissioned for this event will be performed: *Mesopotamia Symphony* by the Turkish pianist and composer Fazil Say; and *New Symphonic Opus* by the Georgian composer Giya Kancheli.

Other features include the "Istanbul Music Festival in Search of its Young Soloist," a presentation of an outstanding young talent, as well as numerous symposia, educational workshops and speeches.

For more information about the Istanbul Music Festival 2012, visit www.iksv.org or contact the Turkish Culture and Tourist Offices: 877-FOR-TURKEY or 212-687-2194 (New York), 202-612-6800 (Washington DC), or 323-937-8066 (Los Angeles), and visit www.tourismturkey.org or www.kulturturizm.gov.tr.

###

About the Istanbul Foundation for Culture and Arts (IKSV)

For 40 years, the Istanbul Foundation for Culture and Arts (IKSV) has been an important part of the cultural and artistic life of Istanbul with its festivals and events. Events include: the Istanbul Film Festival, the Istanbul Theatre Festival, the Istanbul Music Festival, the Istanbul Jazz Festival, and the Istanbul Biennial, also the first Istanbul Design Biennial will be organized this year. The Istanbul Foundation for Culture and Arts was founded under the leadership of Dr. Nejat F. Eczacıbaşı with the goals of presenting the finest examples of the world's culture and arts to Istanbul's art lovers, promoting Turkey's cultural diversity to the world and transforming Istanbul into an important centre of international culture and arts. www.iksv.org

For high resolution logos and images of the Istanbul Music Festival and IKSV:
www.iksvpress.com/muzik2012/

About Turkey

Turkey is a modern country with a captivating blend of antiquity and contemporary and of East and West. The cradle of civilization and center of world history today stands as one of the fastest-growing tourism destinations in the world. Turkey was the site of the first human settlement; the seat of the Byzantine, Roman and Ottoman Empires; the birthplace of Homer and the last home of the Virgin Mary, just to name a few. Today Turkey, with its spectacular coastline, majestic mountains, cosmopolitan cities and quaint villages is one of the world's most fascinating destinations.

Press Contact:

M. Silver Associates
(212) 754-6500
Haldun Dincetin
haldun@msilver-pr.com

MEDIA RELEASE



**SINGAPORE TOURISM BOARD HERALDS THE YEAR OF THE DRAGON
WITH ANTHONY BOURDAIN IN NEW YORK CITY, FEBRUARY 13, 2012**

*Author & TV personality recounts personal stories about his Singaporean experiences
at a private media luncheon*

Singapore Tourism Board reveals new destination developments and attractions for 2012 and beyond

New York, NY – February 13, 2012 – The Singapore Tourism Board (STB), along with guest of honor Anthony Bourdain, and Singapore's Ambassador to the U.N., Albert Chua were at Michelin-starred Laut restaurant in New York City today for a private meet and greet with media. During the event, STB updated the media on the exciting new attractions expected to be unveiled this year through 2014. Speaking to Singapore's vibrant culinary scene, Bourdain addressed the media as he related his own adventures in Singapore, before opening the floor to a Q & A session.

While Bourdain provided guests with personal stories about his Singaporean adventures, Laut served a specially-created menu with favorite dishes hand-picked by STB and Bourdain -- including *Singapore laksa* and *Hainanese chicken rice*. Additional dishes not as well known were also presented to showcase the region's multi-cultural influences such as *beef rendang* (a rich and tender coconut-based beef stew); *rojak* (a fruit and vegetable salad mix); and *kuih dadar* (a crepe flavored wrap with pandan juice and stuffed with grated coconut steeped in palm sugar).

The Lion City has seen transformational new developments-the \$5.7 billion Marina Bay Sands integrated resort and the \$4.5 billion Resorts World Sentosa- that generate buzz and increase tourism arrivals for the island nation. 2012 will bring in more new developments and attractions including Asia's first ever river-themed animal park; trendsetting hotels; and, exciting dining concepts.

Please download select images of the event from this link; please note that the link will expire in seven days: <https://www.yousendit.com/download/T2dkanZ0RkVTSUJ4Tk1UQw>

**More images available upon request*

The following is an overview of what has opened in the past few months and what's to come:

Just Opened:

- **ArtScience Museum at Marina Bay Sands (Opened February 2011):** The first of its kind in South East Asia, the ArtScience Museum designed by American-based architect, Moshe Safdie, is shaped in the form of a lotus as a symbolic gesture of welcome to guests from across the globe. The Museum is set to become a premier destination for major international touring exhibitions from the most renowned collections in the world. The Museum is located at the Marina Bay waterfront and design features include an "innovative roof", which channels rainwater through the central atrium of the building creating a waterfall effect cascading into a pond. For more information visit: www.marinabaysands.com/ArtScienceMuseum/

- continued -



- **Luxury hotel and boutique property openings:** 2010 and 2011 saw the openings of notable hotels. Highlights include the full renovation and reopening of the Shangri-La Rasa Sentosa Resort after a \$63 million makeover; the Ibis Singapore Novena which opened in April 2011, a property which bills itself as “the newest international best value 3-star hotel in Singapore;” and the luxurious 100-room Fullerton Bay Hotel, designed by acclaimed Asian designer, Andre Fu, located in the up-and-coming Fullerton Heritage district.
- **Louis Vuitton Island Maison:** Opened in September 2011, The Louis Vuitton Island Maison is a one of a kind concept for the luxury brand, and will feature nautical inspired interiors exclusively designed by internationally acclaimed and award winning architect Peter Marino. Visitors can look forward to a unique and sophisticated retail experience as the first Louis Vuitton Maison in Southeast Asia will incorporate art and cultural elements into its retail space.
- **Mouthwatering new dining attractions:** Ground breaking new restaurants welcomed new guests including the following:
 - The world’s most-decorated Michelin star chef, with 26 stars, Joël Robuchon opened his highly-anticipated restaurants L’Atelier de Joël Robuchon and Joël Robuchon Restaurant at Resorts World Sentosa on April 28, 2011. Robuchon’s restaurants - his first ever eateries in South East Asia - promise to be his most exciting yet. This marks the first time both his famed restaurants are located at a joint, custom-built premise, giving guests the unprecedented choice of two unique Robuchon dining concepts at each visit.
 - The Food Republic Beer Garden which opened in March 2011 is a 400-seat, open-air, hawker-food venue with 18 stalls operating out of pushcarts. Standard hawker fare is available and there is also a Street Bar, housed in a “disused” Tiger Beer lorry, where diners will have the option to choose from a selection of six beers on tap, various bottles of international beers as well as a wide range of spirits, wines and champagnes. Once the bar is fully operational, cocktails of choice will be available to order as well.

Opening Soon:

- **Gardens by the Bay:** Gardens by the Bay’s first phase is scheduled for completion in mid-2012. Occupying 101 hectares (approximately 250 acres or 177 football fields) of a prime area of land by the water, Gardens by the Bay is primed to become the “Central Park of Asia.” Situated at the heart of Singapore’s Marina Bay district, the Gardens will be an integral part of Singapore’s “City in a Garden” vision to weave the island-state into a green and floral tapestry. Marina Bay will transform into Singapore’s new downtown, and the Gardens will be the centerpiece of the integrated residential, business and entertainment facilities, offering a modern, seamless environment to work, live and play. For more information go to: www.gardensbythebay.org.sg

- **River Safari:** The River Safari will be Asia's first river-themed animal park comprising boat rides, display of freshwater habitats and other highlights offering close-up multi-sensory experience that will thrill adults and children, with the aim to create greater awareness of freshwater habitat conservation. The development will be built with environmental sensitivity and minimal impact on the Mandai Nature Reserve area. River Safari will be located along Mandai Lake Road, adjacent to the Night Safari and Singapore Zoo. The River Safari is scheduled to open in early 2012. For more information visit: www.riversafari.com.sg
- **International Cruise Terminal:** By 2012, the highly-anticipated International Cruise Terminal (ICT) will be unveiled. The Terminal will double Singapore's berth capacity and enable more cruise ships to homeport and call on Singapore and Asia. With the ICT's deep waters, a large turning basin and lack of height restrictions, the world's largest ships, such as the Oasis-class ships being built now, will be able to dock in Singapore and enjoy dedicated cruise terminal facilities. The Terminal will also complement the existing Singapore Cruise Centre at the Southern Waterfront precinct. Website not available at press time.
- **National Art Gallery:** The National Art Gallery, Singapore is a new visual arts institution which will contribute to building Singapore as a regional and international hub for visual arts. It will focus on the display, appreciation, promotion, research and study of Southeast Asian and Singaporean art, as well as play host to international art exhibitions. Situated in the heart of the Civic District, the City Hall and adjacent former Supreme Court building - two important heritage buildings symbolic of Singapore's nationhood - will be converted to house this exciting new visual arts venue, and is anticipated to be completed by 2013. The National Art Gallery will be a civic and creative space, established for the enrichment, enjoyment and engagement of Singapore residents and visitors from all over the world. For more information visit www.nationalartgallery.sg.
- **Remarkable design hotels and multi-million dollar green/eco themed property slated to open end of 2011/2012:**
 - W Hotels' first ever Singapore property, the W Singapore Sentosa Cove is scheduled to open in August 2012 and is located on an exclusive island resort area. The property will feature 240 fully wired rooms, sensationally styled in Singapore chic; vibrant beach bars; trendy restaurants; a fully equipped SWEAT® Fitness Center and signature Bliss® Spa. For more information visit: www.whotels.com
 - The Pan Pacific Hotel Group has announced the opening of PARKROYAL on Pickering in 2012. This property is designed by award-winning design firm WOHA and once unveiled will be one of the greenest hotels in Asia at an investment value of close to USD\$ 283 million. WOHA are the architects behind iconic buildings such as The Met in Bangkok, and in Singapore, the School of the Arts and Stadium Mass Rapid Transit Station. Key green features of the hotel include: rainwater harvesting, automatic sensors to regulate energy and water usage, and solar cells that will power landscape lighting. Greenery features prominently in the hotel's design concept; lofty four-storey tall skygardens, spread throughout the building's façade bring lush

greenery directly to the rooms and internal spaces. In total, the property will boast 15,000 sq metres (approx. 161,460 square feet) of skygardens, reflecting pools, waterfalls, planter terraces and green walls. A diverse variety of greenery ranging from shade trees, tall palms flowering plants, leafy shrubs and overhanging creepers will come together to create a lush tropical setting – extending the green areas from nearby Hong Lim Park and encouraging biodiversity in the city. For more information visit: www.pphg.com/pr_pphg_pickering.html

In 2011, Singapore experienced \$17.6 billion (in USD) in tourism receipts and 13.2 million international visitor arrivals, a 13% growth from 2010. Among those travelers, US growth was up 6%, totaling 441,000 visitors by end of 2011.

###

About Anthony Bourdain

Anthony Bourdain is an American chef, author and television personality. He is well known for his 2000 book *Kitchen Confidential: Adventures in the Culinary Underbelly*, and is the host of Travel Channel's culinary and cultural adventure program *Anthony Bourdain: No Reservations* and as of 2011 *The Layover* also on the Travel Channel.

A 1978 graduate of the Culinary Institute of America and a veteran of professional kitchens, Bourdain is currently a chef-at-large, whose home base is Brasserie Les Halles, New York where he was executive chef for many years.

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is an economic development agency for one of Singapore's key service sectors – tourism. The mission of the Board is to develop and champion tourism, so as to build the sector into a key driver of economic growth for Singapore. The STB aims to differentiate Singapore as a destination through the "YourSingapore" brand, delivering on Singapore's promise to provide a concentration of multi-faceted and user-centric travel experiences as well as positioning the destination as one that is future-facing and inspiring; one where visitors are invited to make their virtual experience of Singapore a reality. For more information, please visit www.stb.com.sg

MEDIA CONTACTS

H&S Public Relations
Maria Castro
Tel: (212) 754-6500 ext. 245
E-mail: mariac@msilver-pr.com

Singapore Tourism Board
Kristi Shalla
Tel: (212) 302-4861
E-mail: kristi_shalla@stb.gov.sg

Stacey Udell
Tel: (631) 253-4043
E-mail: sudell@hillmanpr.com



Media Release

For immediate release

SHARE THE PLEASURE OF VACATIONING BY TRAIN WITH THE ENTIRE FAMILY ON VIA RAIL CANADA THIS SUMMER

MONTREAL – (July 11, 2012) – “40 percent of U.S. leisure travelers, nearly 21 million people, took a multigenerational trip in 2011,” according to a new study by Preferred Hotels. Traveling as a family – children, parents, and grandparents all together – to explore, laugh and create memories makes the experience that much more enjoyable, especially by train.

VIA Rail Canada makes it easy for children and grandchildren to share the magical experience of land cruising together. The fascinating variety of cabins with everything so perfectly and efficiently designed, the enormous windows to a world rushing by, the cozy berths, the rhythms and sounds of the cars, the distant roar of the engines – these are enduring, vivid pleasures. The train journey is augmented by the convivial mingling among passengers from all over the world, the charismatic conductors and time for the family to relax together. A vacation by train may be the best, and certainly one of the easiest and most comfortable of all possible ways to treasure family or even better, multigenerational family time together.

Nearing completion of a \$923 million system-wide renovation program, VIA Rail has everything for an ideal family or multigenerational vacation. On board select trains, families can take in the sweeping 360-degree vista of the Park Car, with its glass domed observation deck. Or, spend quality time together in privacy with the Sleeper Plus accommodations, offering cozy cabins for up to four. Any route families choose to experience, VIA Rail offers something for everyone – plenty of dining options, educational sessions, and most importantly, value.

Dining aboard The Canadian as it crosses the country is an elegant pleasure. Each dining car has its own chef, preparing breakfast, lunch and dinner selections that are served at tables for four with VIA dinnerware, tablecloths and flowers. VIA Rail understands that schedules may run differently between generations; if grandparents enjoy eating early, and the grandchildren enjoy eating late – no problem! Guests can take advantage of tiered dining reservations for breakfast, lunch and dinner. And those traveling aboard the

legendary *Canadian* will enjoy new menus developed by VIA chefs during their recent VIA's Menu Creation Challenge. Launching in July 2012, the 78 new dishes feature local inspired cuisine all under the leadership of Chef Martin Gemme.

Families exploring Eastern Canada this summer aboard VIA's *Ocean* route between Montreal and Halifax will be enriched by the *Maritime Learning Experience*. The enhanced service combines Sleeper Touring class accommodations with an onboard educational program serving as a cultural preview for those passengers traveling to New Brunswick or Nova Scotia. The train's dedicated Learning Coordinator engages families with discussions, demonstrations and interactive presentations sharing the rich folklore and history, food and culture of the Maritimes, one of Canada's most beloved and storied regions.

No matter which route you and your family choose to explore, VIA offers deals for both children and adults. Children under two years of age travel free; kids two to eleven travel for 50 percent off in Economy Class and are entitled to other discounts in Business, Sleeper, Touring and Sleeper Touring classes. Seniors 60 years and older also are eligible for discounts – further incentive for grandparents to plan a trip with their grandchildren. Large family groups, of 10 or more, receive a group discount and for extra-large families, one person travels free for every twenty paying customers.

To plan a multigenerational family vacation with VIA Rail, visit www.viarail.ca.

About VIA Rail Canada

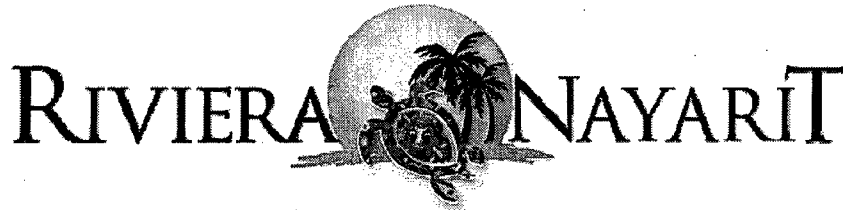
As Canada's national rail passenger service, VIA Rail Canada's mandate is to provide efficient, environmentally sustainable and cost-effective passenger transportation, in both official languages. Every week, VIA operates 503 intercity, transcontinental and regional trains linking 450 communities across its 12,500-kilometre route network. The demand for VIA services is growing as travellers increasingly turn to train travel as a safe, hassle-free and environmentally responsible alternative to congested roads and airports. Follow VIA on Twitter at twitter.com/via_rail. Check out VIA's new Facebook page at facebook.com/viarailcanada.

-30-

M. Silver Associates
Maria Castro/Erica Cohen
Tel: 212 754-6500
Mariac@msilver-pr.com
Erica@msilver-pr.com

VIA Rail Canada
Ryan Robutka
Tel: 604.640.3741
ryan_robutka@viarail.ca





**'EXTRAVAGANZA NAUTICA' IN RIVIERA NAYARIT:
CELEBRATING SAILING, WATERSPORTS AND BEAUTIFUL BEACHES
WITH WORLD-CLASS EVENTS**

RIVIERA NAYARIT (DATE) --- World-class sailing events, longboard and stand up paddle competitions, windsurfing, kite surfing and volleyball on beautiful beaches: these are just some of the ingredients of "Extravaganza Nautica," Mexico's biggest celebration of sailing and watersports and more than three consecutive weeks of nonstop excitement and fun. Held every two years, this is the second Extravaganza Nautica in Riviera Nayarit.

Scheduled for March 1-24 in numerous locations along Riviera Nayarit's magnificent Pacific Ocean coastline, Extravaganza Nautica kicks off with the **30th Biennial San Diego to Vallarta Yacht Club**, March 1-10. With a spectacular finish off Punta Mita in Banderas Bay, the 1,000 mile yacht race features several classes of boats, including multi-hulls. The 2010 edition sailed in record-setting conditions, with the entire fleet virtually "flying" from southern Baja across the Sea of Cortez to the finish line in Riviera Nayarit. www.sdy.org.

The major event during the festival is billed as the **Regatta Copa Mexico 2012 Edicion Olímpica (Regatta Mexico Cup 2012 Olympic Edition)**, March 2-19, which includes **seven sailing divisions J24, Windsurf, Oceanic Race/MEXORC, Kitesurf, 420, Laser and Optimist**. This is referred to as the Olympic Edition because many of the participating athletes are preparing for the London Olympics. A joint effort from the Mexican government and the Mexican Sailing Federation, it is heralded as the most important international sailing event, a competition taking place only every two years. Celebrating its 35th anniversary in 2012, events will be hosted at La Cruz de Huanacastle's modern Marina Riviera Nayarit and the Vallarta Yacht Club in Nuevo Vallarta and is considered a warm-up for competitors in this summer's London Olympics. www.rivieranayarit.com

The Punta Sayulita Longboard & Stand Up Paddle Classic, March 9-11, has developed into one of the premier surfing and stand-up paddle events in North America, attracting thousands of spectators and the top professional athletes from all over the world. The beautiful surfside village of Sayulita, 40 minutes north of Puerto Vallarta along Mexico's tropical pacific coastline, provides the ideal setting. www.puntasayulitasurfclassic.com

Toward the end of the month the *International Bahia de Banderas Regatta*, March 20-24, celebrates its 20th anniversary in 2012 with an anticipated record number of competing coastal and off-shore yachts. Designed to be fun but competitive, the event also features nightly entertainment with live music. Raising funds for a good cause, it is the signature event of the Vallarta Yacht Club. www.bbregatta.com

Between these marquee events, Extravaganza Nautica will excite spectators with other top events. They can enjoy watching kite surfing and windsurfing from a close range vantage point on the beaches in Bucerias. And, beyond the water sports, the festival is timed to coincide with whale watching season, one of the most breath-taking and memorable travel experiences in the world.

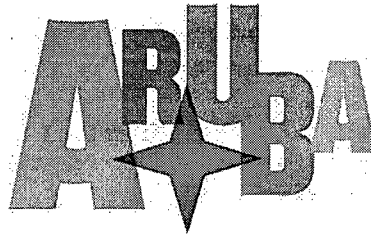
"Come for one event or stay for them all, Extravaganza Nautica is a great reason to vacation in Mexico's most glamorous and exciting playground at the perfect time of year," said Marc Murphy, Managing Director of the Riviera Nayarit Convention and Visitors Bureau.

About Riviera Nayarit

Mexico's newest destination, Riviera Nayarit, stretches along 192 miles of pristine Pacific coast framed by the majestic Sierra Madre Mountains just ten minutes north of accessible Puerto Vallarta International Airport. The region extends along the entire coast of the Pacific state of Nayarit including the resorts of Nuevo Vallarta, the historic colonial town of San Blas, exclusive Punta Mita, picturesque fishing villages, miles of serene beaches and spectacular Banderas Bay. Riviera Nayarit offers countless activities, such as: PGA golf courses, luxury spas, whale watching, turtle release, zip lining, surfing, bird watching, international cuisine, and the local artwork from the traditional Huichol tribe. The region attracts and satisfies vacationers of all tastes and budgets with its wide range of accommodations including chic luxury resorts, eco-tourism boutique hotels and quaint B&B inns. For more information, visit www.RivieraNayarit.com or follow Riviera Nayarit's Fan Page on Facebook.

###

CONTACT: M. SILVER ASSOCIATES
Tel: (212) 754-6500
Miruna Seitan, ext. 239
miruna@msilver-pr.com



**ARUBA TOURISM AUTHORITY APPOINTS NEVILLE EVERY AS NEW
AREA DIRECTOR FOR NORTH AMERICA**

NEW YORK, NEW YORK (April 24, 2012) -- The Aruba Tourism Authority (ATA) is pleased to announce that Mr. Neville Every has joined the organization as Area Director for North America. Mr. Every will be based in the ATA's U.S. office located in New Jersey and will oversee all of the island's North American-based regional directors and sales teams.

Mr. Every, born in Aruba, was educated in the Netherlands at Erasmus University Rotterdam where he gained a Master of Science in Economics. Upon completion of his degree, he began his ten year career at Royal Philips Electronics of the Netherlands, where he held various management positions across different business sectors. Mr. Every has worked and lived in various countries such as the Netherlands, the United States, and Brazil.

Most recently, Mr. Every served as the company's Chief Financial Officer in Panama overseeing the Healthcare, Lighting, and Consumer Lifestyle divisions for Northern Latin America. He brings along extensive knowledge and leadership experience which will support ATA's mission of serving the island as an innovative and effective marketing organization, capable of positioning the brand Aruba as a premier tourism destination in its most important market.

In his role as Area Director for North America, Mr. Every will be responsible for the development and realization of Aruba's sales and marketing strategy for the United States and Canada. His duties, amongst others, include cultivating relationships with industry partners such as tour operators, travel agents, and airlines, ensuring that they are armed with the tools necessary to continue selling the destination effectively.

"I'm honored to have been chosen to represent my home country of Aruba," said Mr. Every. "More importantly, I am excited to help bring the island's already strong brand to the next level and to continue to drive visitors to the One happy island."

For more information about travel to Aruba, please visit the official Aruba Tourism Authority Website at www.aruba.com or call 1-800-TO-ARUBA.

About Aruba

Aruba, One happy island, is truly an extraordinary experience. Located only two-and-a-half hours by air from Miami and four hours from New York City, the island is ideally situated in the southern Caribbean and boasts year-round cooling trade winds and perfect weather with average

annual temperatures of 82 Fahrenheit and less than 20 inches of rainfall per year. Aruba serves up 28 luxurious hotels/resorts, championship golf courses, sumptuous spas, vibrant casinos, extraordinary international and local cuisine, exclusive shops and boutiques, exciting land and water activities, art galleries and museums, world-famous festivals and events, clubs and cafes with live music and world class beaches. The backdrop of a cosmopolitan tropical destination with warm, hospitable people is the perfect place for first-time guests and loyal visitors. For more information, please call 1-800-TO-ARUBA, visit us online at www.aruba.com or find us on [Facebook](#).

#

This material is distributed by M. Silver Associates, Inc. on behalf of Aruba. Additional information is available at the Department of Justice, Washington, D.C.

MEDIA RELEASE



Asia's 50 Best Restaurants Awards Launched in Singapore – To Debut in 2013

Singapore's restaurants secure top rankings on prestigious S. Pellegrino "World's Best Restaurants" list

Singapore – May 8, 2012 - The organizers of the World's 50 Best Restaurants awards have announced the launch of Asia's 50 Best Restaurants sponsored by S.Pellegrino & Acqua Panna, to be held in Singapore at the end of February 2013. In conjunction with this exciting announcement, four Singapore restaurants grabbed headlines as Iggy's was named 26th best restaurant in the world (up one place from 2011), making it the highest ranked Asian restaurant on the list; debutant Waku Ghin by chef Tetsuya Wakuda landed the 39th spot; the iconic Les Amis jumped up two notches to finish 53rd; and the biggest gainer, Restaurant Andre stepped onto the 68th ranking (up 32 spots).

Exciting new eateries are set to open in Singapore this year including Michelin-starred chef Jason Atherton's second restaurant in the Lion City, Pollen at Gardens by the Bay after Esquina which he opened in partnership with acclaimed local hotelier, Lik Peng Loh. For the latest on Singapore's dining scene visit www.YourSingapore.com.

Launched in 2002, The World's 50 Best Restaurants awards sponsored by S.Pellegrino & Acqua Panna is an annual snapshot of the opinions and experiences of over 800 international restaurant industry experts. It is recognized worldwide as the most credible indicator of the best places to eat on Earth and is the trusted arbiter of what matters in global cuisine.

Ms Kah Peng Aw, chief executive of Singapore Tourism Board commented, "We are excited with the decision made by 'William Reed Business Media' to launch an Asia's 50 Best Restaurants list in 2013, which is complementary to the existing World's 50 Best Restaurants list. The dining and gastronomy industry across Asia has been improving dramatically over the past few years and the time is indeed right to recognise some of the best restaurants from Hong Kong to Tokyo and Singapore.

"The diversity of cuisines across Asia should make this list a highly anticipated annual affair, and we are of course very pleased that Singapore will be playing host to the awards ceremony next year. We will certainly also continue to do our best as one of Asia's emerging culinary capitals," added Kah Peng.

The Asia's 50 Best Restaurants list will cover North, East, South East and South Asia and will be voted for by the World's 50 Best Restaurants' Academy of judges as part of the overall voting for the World's 50 Best Restaurants. A supplementary list of 'Chefs' local favorites' recommended by chefs on Asia's 50 Best Restaurants List will also be published, adding to the depth of understanding and discovery of Asia's food culture, hidden restaurants and cuisine styles.

Singapore is already established as an exciting and dynamic destination for fine dining in Asia, with several of the world's best chefs based there including Tetsuya Wakuda, Daniel Boulud, Wolfgang Puck, Guy Savoy, Jason Atherton and dynamic home grown talent like Ignatius Chan (Iggy's).



Sue Woodward, Director of The World's 50 Best Restaurants says, "We are thrilled to launch Asia's 50 Best Restaurants, which we have been researching over the past year. The number of restaurants in Asia on The World's 50 Best Restaurants list has been increasing year on year and we believe that the restaurant industry in Asia is ready for a credible and transparent restaurant list. The region's dining scene is rich in diversity, yet relatively undiscovered and the dedicated list for Asia will allow us to highlight more of this talent than we can in the Worlds 50 Best Restaurants List.

"We want to encourage a shared fraternity of top chefs in Asia, similar to what we have in London, bringing together the best chefs, sharing ideas and celebrating gastronomy together," added Woodward.

"Asia has tremendous diversity in food styles and this has led to a unique gastronomic landscape. It is fitting that Asia should have its own list of 50 Best Restaurants which will allow many more great restaurants in Asia to be presented on a world stage," says chef Richard Ekkebus of Amber restaurant at The Landmark Mandarin Oriental Hong Kong.

"Asia has a long culinary history and we offer a deep, diverse and rich gastronomic landscape. Asia's 50 Best is a fantastic platform to educate and showcase some of the greatest Asian restaurants to the world," added Ignatius Chan from Iggy's in Singapore.

"The sponsorship of Asia's 50 Best Restaurants represents for S.Pellegrino and Acqua Panna the natural evolution of a successful collaboration built up over the years. This partnership shows how our two brands of mineral waters have become ambassadors of Made in Italy and a point of reference in the fine dining world.

"We consider Asia a very dynamic, lively and a rapidly expanding market, where we started, some years ago, collaborations with important local chefs who appreciate the quality and Italian taste of S.Pellegrino and Acqua Panna." Says Fabio degli Esposti, international business unit director - Italian Brands, San Pellegrino Nestlé Waters.

In addition to an awards ceremony, a series of workshops will be hosted for chefs attending the awards and a hosted Asia's Best Dinner prepared by Asia's best chefs.

Further information, photography and video footage is available on www.theworlds50best.com/asia

###

MEDIA CONTACTS

H&S Public Relations
Maria Castro
Tel: (212) 754-6500 ext. 245
E-mail: mariac@msilver-pr.com

Stacey Udell
Tel: (631) 253-4043
E-mail: sudell@hillmanpr.com

Singapore Tourism Board
Kristi Shalla
Tel: (212) 302-4861
E-mail: kristi_shalla@stb.gov.sg



**2ND ANNUAL ISTANBUL SHOPPING FESTIVAL AND THE 40TH ISTANBUL MUSIC
FESTIVAL:
TWO GREAT REASONS FOR A TRIP TO TURKEY IN JUNE**

New York, NY (April 18, 2012) --- The reasons to put Istanbul at the top of the "Must See" list are almost too numerous to count. Its amazing history at the crossroads of civilization, its cultural diversity and excitement, the spectacular architecture, eclectic dining scene, and some of the world's most magnificent hotels are just some of them. This June there are two more great reasons to travel to Turkey: the 2nd Annual Istanbul Shopping Fest and the 40th Istanbul Music Festival, which conveniently overlap during the month. Individually or together, they give visitors the opportunity to experience some of the attractions that make this incomparable city one of the world's most popular tourism destinations.

Launched last year to international acclaim, this year's Istanbul Shopping Festival aims to become one of the largest and most exciting shopping events in the world. From June 9-29, shoppers from around the globe will have the chance to find bargains on an extraordinary variety of purchases from spices and valuable antiques to the latest fashions, electronics and more. The more than 90 participating shopping locations range from the historic Egyptian Spice Market and iconic Grand Bazaar to the latest and greatest shopping malls and most chic shopping districts.

Under the auspices of the Ministry of Culture and Tourism and the Governor of Istanbul, the Shopping Fest represents a fascinating window into the lifestyle of Istanbul and Turkish culture. In addition to round-the-clock shopping, there will be street festivals, live concerts, dances, and other performances, parties, surprise "text message" contests and sweepstakes, games for children, and, of course, fashion shows. And, for foreign visitors, the excitement is even greater because they are entitled to tax-free shopping up to 30 percent. Packaged shopping tours are also available.

Presented by the Istanbul Foundation for Culture and Arts (IKSV), the month-long Istanbul Music Festival, May 31 to June 29, is the opportunity to discover why Istanbul and Turkey rank among the world's leading and most innovative music scenes. The schedule of music and dance performed by renowned classical music stars, prestigious arts organizations and many of Turkey's leading musicians and composers, will feature two world premieres, three Turkish premieres and 23 concerts in eight venues throughout Istanbul, performed by more than 750 local and international artists. Audiences will enjoy symphonic and chamber orchestras, vocal recitals and chamber music.

Capturing worldwide interest will be concerts by the Chamber Orchestra Vienna-Berlin with the German violinist Anne-Sophie Mutter; the highly regarded French pianist, Hélène

Grimaud playing Berg, Bartok, and Liszt; the acclaimed violinist Gidon Kremer, and the Warsaw Philharmonic Orchestra. In keeping with the festival's theme, such pieces as Beethoven's *Emperor Concerto* and *Eroica Symphony*, Strauss's *Don Quixote* and Ravel's *Piano Concerto for Left Hand* will be on the festival program as well as a concert celebrating "Women Heroes of Music." The opening concert will be Beethoven's powerful *Ninth Symphony* played by the Borusan Istanbul Philharmonic orchestra under the direction of Sascha Goetzel.

The festival also will feature two special performances by the Zurich Ballet as part of the international farewell tour of Heinz Spoerli, one of the leading choreographers of Europe. Continuing the Istanbul Foundation for Culture and Arts' commitment to contemporary music, two world premieres commissioned for this event will be performed: *Mesopotamia Symphony* by the Turkish pianist and composer, Fazil Say; and *New Symphonic Opus* by the Georgian composer, Giya Kancheli.

For more information about the Istanbul Shopping Fest, visit www.istanbulshoppingtraveltours.com; for the Istanbul Music Festival 2012, visit www.iksv.org, or contact the Turkish Culture and Tourist Offices: 877-FOR-TURKEY or 212-687-2194 (New York), 202-612-6800 (Washington DC), or 323-937-8066 (Los Angeles), and visit www.tourismturkey.org or www.kulturturizm.gov.tr.

About Turkey

Turkey is a modern country with a captivating blend of antiquity and contemporary and of East and West. The cradle of civilization and center of world history today stands as one of the fastest-growing tourism destinations in the world. Turkey was the site of the first human settlement; the seat of the Byzantine, Roman and Ottoman Empires; the birthplace of Homer and the last home of the Virgin Mary, just to name a few. Today Turkey, with its spectacular coastline, majestic mountains, cosmopolitan cities and quaint villages is one of the world's most fascinating destinations.

Press Contact:

M. Silver Associates

(212) 754-6500

Haldun Dincetin

haldun@msilver-pr.com



Media Release

For immediate release

CONVENIENCE, VALUE AND THE MOST SPECTACULAR PLACES IN NORTH AMERICA: LAND TOURING WITH VIA RAIL CANADA IS THE IDEAL SUMMER VACATION IN 2012

MONTREAL – (May 9, 2012) – With airfares soaring and gasoline prices climbing through the roof, what are travelers to do about summer vacations? For those looking for convenience, comfort, value and some of the most spectacular places in North America, the answer is VIA Rail Canada.

Travelers can explore Canada this summer with one-way or roundtrip transportation on the most modern and deluxe rail cars in North America. Vacation packages featuring train travel, hotels and any number of sights and activities are easily arranged online or by phone. Once onboard, passengers will enjoy the panoramic views and services aboard the legendary Canadian – everything from cozy sleepers to epicurean experiences prepared by award-winning chefs in the new Dining Cars. On some trips, travelers are even treated to live music, can enjoy an in-chair massage by a registered massage therapist or other entertainment options, all part of VIA's exclusive experiences summer programming. Once the journey on VIA Rail begins, total relaxation, even with kids in tow, comes naturally.

Inherent value in ease of travel, convenience and comfort are all key components to a successful summer vacation, but VIA Rail also offers more tangible proof of value for money spent: great prices. In addition to already low fares – regular, discounted, Supersaver and Special – there are discounts for seniors aged 60 or older, for youthful travelers between the ages of 12 and 25, and for younger children, who travel for half-price or free if they are two or under. Travelers who plan ahead are also guaranteed to save with various advanced booking promotions. For more information on available discounted fares, please visit: <http://www.viarail.ca/en/fares>

Without a doubt, some of VIA Rail's best summer values are its vacation packages. The world-famous Montreal Jazz Festival, wine tasting among the renowned wineries of Ontario, a cruise of the Thousand Islands, are just a few of the featured VIA Rail "getaways" – vacation packages of four nights or less from numerous departure cities. "A Mountain Moment" in the Rockies, a quick tour through French Canada or coastal land tour in Nova Scotia are other getaway options ideal for summer vacation. In all cases vacation packages include rail transportation, hotel accommodations, taxes, and often additional features such as continental breakfast and/or sightseeing, depending on the length of the trip.

On a grander scale are VIA Rail's "train packages." These range from five nights to two weeks, and often combine travel on more than one train and provide more in-depth explorations of particular regions of the country or showcase the magnificence of Canada from coast to coast.



"Nova Scotia by Train and Coach" is a five-night package that features the Canadian Maritimes, Cape Breton Island, the Cabot Trail and Halifax as well as a whale watching boat tour and historic sites, starting at \$1,399 based on double occupancy. Package details can be found [here](#). The 5-night "Atlantic Adventure" features such iconic Nova Scotia sites as Peggy's Cove, the picturesque Annapolis Valley, and New Brunswick's Reversing Falls, starts at \$3,399 based on double occupancy. To view more details on this package, visit [here](#).

"Mountains, Lakes & Glaciers," a seven-night package, showcases the Canadian Rockies, exquisite Lake Louise, the charming lakeside resort of Banff, Columbia Icefield and Canada's premier "rodeo" capital, Calgary. Accommodations are in Fairmont Hotels & Resorts' acclaimed properties and travel is on VIA Rail's legendary the *Canadian*. Prices start at \$1,567.00 per person based on double occupancy. To view more details on this package, visit [here](#).

Some of Canada's most famous gardens are the highlight of the 12-night "Glorious Gardens and Canada by Rail," which features the destinations of Vancouver, Quebec, Toronto and Montreal as well as cross country travel in Sleeper Touring class with a private bedroom, access to the Dome viewing cars and delicious meals. Prices start at \$4,409.00 based on double occupancy. To view more details on this package, visit [here](#).

For more information on VIA Rail Canada's summer packages, or to take advantage of hot summer deals and book a trip with VIA Rail, call 888-VIA-RAIL (888-842-7245) or visit www.viarail.ca.

###

About VIA Rail Canada

As Canada's national rail passenger service, VIA Rail Canada's mandate is to provide efficient, environmentally sustainable and cost-effective passenger transportation, in both official languages. Every week, VIA operates 503 intercity, transcontinental and regional trains linking 450 communities across its 12,500-kilometre route network. The demand for VIA services is growing as travellers increasingly turn to train travel as a safe, hassle-free and environmentally responsible alternative to congested roads and airports. Follow VIA on Twitter at twitter.com/via_rail. Check out VIA's new Facebook page at facebook.com/viarailcanada.

M. Silver Associates
Maria Castro/Erica Cohen
Tel: 212 754-6500
Marjac@msilver-pr.com
Erica@msilver-pr.com

VIA Rail Canada
Ryan Robutka
Tel: 604.640.3741
ryan_robutka@viarail.ca

This material is distributed by M. Silver Associates, Inc. on behalf of VIA Rail Canada. Additional information is available at the Department of Justice, Washington, D.C.





FOR IMMEDIATE RELEASE

**TWO TOURNAMENTS DURING TIANGUIS TURISTICO 2012
TO SHOWCASE RIVIERA NAYARIT AS EMERGING INTERNATIONAL
GOLF DESTINATION**

Riviera Nayarit, Mexico (DATE) – Riviera Nayarit, one of Mexico's newest and fastest growing vacation choices, is rapidly earning a strong reputation as an international golf destination. Participants in Tianguis Turistico 2012, March 25-28, are about to find out why.

Two tournaments during Mexico's largest and most popular travel industry event will showcase not only some of Riviera Nayarit's most exclusive resorts but the championship caliber of many of its golf courses, designed by the likes of Jack Nicklaus, Greg Norman. Both events will take place on March 24, 2012. The 2012 Riviera Nayarit-Mexico Punta Mita-Pacifico Edition Golf Tournament will feature 72 competitors and is sponsored by United Airlines, Four Seasons Resort Punta Mita, the Punta Mita Golf Club and The St. Regis Punta Mita Resort. The 2012 Riviera Nayarit-Mexico El Tigre Edition Golf Tournament is open to all participants of the Tianguis event, but is limited to 92 players, so reservations are recommended.

Golf in Riviera Nayarit is capturing the attention of the world's vacationing golfers on the basis of more than a half dozen championship signature courses designed by the likes Jack Nicklaus, Greg Norman, Robert Von Hagge, Percy Clifford, Robert Trent Jones Jr. and others. The appeal is ideal year-round golf weather, breathtaking views of ocean, bays and coves, a backdrop of tropical forests and rugged mountains, and plentiful varying landscapes for fairways and greens of exceptional challenge and beauty.

Site for the March 24th Punta Mita-Pacifico Edition Golf Tournament on March 24, the 7,014-yard Jack Nicklaus Signature Punta Mita Pacifico course earned *Condé Nast Traveler's 2006 Reader's Choice of the Best Golf Resort in the World*. Spread over 200 acres, eight holes border either the Pacific Ocean or Banderas Bay, and all holes offer ocean views. Along with the vistas across white coral sand beaches and of the surrounding Sierra Madre Mountains, Punta Mita's tropical landscape of palm trees and flowering trees add to the pleasure of playing this challenging course. Among the distinctive features is the famous island hole, 3B, the world's only natural island green situated 194 yards from the shore. The hole is known as the "Tail of the Whale," because when seen from the air, it resembles the shape of the tail of the humpbacked whales that frequent the offshore waters of Punta Mita during winter months. When asked to name his "best" hole, Nicklaus responded, "3B at Punta Mita."

The 2012 Riviera Nayarit-Mexico El Tigre Edition Golf Tournament on March 24th will also be a popular addition to the Tianguis program. Opened in March of 2002, El Tigre is a par-72 course with 7,239 yards, designed by Robert von Hagge, the well-known Texas-

based designer who is the most prolific designer in Mexico. The course has water on 12 of the 18 holes and a total of 144 sand traps. Among the highlights of the course is the 185-yard, par-3 6th hole, which plays over water to a picturesque island green and is considered the most beautiful par 3 in Mexico. The daunting par-5 18th, a monster at 621 yards, is the longest hole in Mexico, and one of the most difficult par-3 in the country. El Tigre has been named one of the best courses in the world by Rolex and has hosted international tournaments such as the PGA's Copa de las Americas and the LPGA Futures' Riviera Nayarit Classic.

"This is a Tianguis for all of Mexico, and in Riviera Nayarit we want to make sure it is an unforgettable one. This is why we have organized two golf tournaments to showcase the exceptional quality, beauty and challenge of our golf experience," said Fernando Gonzalez Ortega, President of the Office of Visitors and Conventions for Riviera Nayarit.

For more information, please visit www.rivieranayarit.com or www.tianguisturisticomexico.com.

About Tianguis Turistico

Mexico's most important travel industry event, Tianguis Turistico Mexico 2012, will be held in a new region for the first time in 37 years: Riviera Nayarit and Puerto Vallarta. The conference will be jointly hosted by the two destinations from March 25-28. Special deals, events and other opportunities will be offered to encourage travel professionals to stay on and explore the region. Officials also hope to increase interest in the area and attract new business for all of Mexico's travel industry through their extensive efforts to make this year's Tianguis as appealing as possible to buyers, tourism professionals and participants attending the conference by organizing special events, familiarization trips and discount offers.

About Riviera Nayarit

Mexico's newest destination, Riviera Nayarit, stretches along 192 miles of pristine Pacific coast framed by the majestic Sierra Madre Mountains just ten minutes north of accessible Puerto Vallarta International Airport. The region extends along the entire coast of the Pacific state of Nayarit including the resorts of Nuevo Vallarta, the historic colonial town of San Blas, exclusive Punta Mita, picturesque fishing villages, miles of serene beaches and spectacular Banderas Bay. Riviera Nayarit offers countless activities, all pleasantly affordable, such as: PGA golf courses, luxury spas, whale watching, turtle release, zip lining, surfing, record deep sea fishing, bird watching, international cuisine, and shopping for local artwork and traditional Huichol handicrafts. The region attracts and satisfies vacationers of all tastes and budgets with its wide range of accommodations including chic luxury resorts, eco-tourism boutique hotels and quaint B&B inns. For more information, visit www.RivieraNayarit.com or find us on [Facebook](#).

###

MEDIA CONTACT:
M. Silver Associates

(212)- 754-6500
Miruna Seitan
miruna@msilver-pr.com



Media Release

FOR IMMEDIATE RELEASE

VIA RAIL'S NEW PANORAMA LOUNGE NOW OPEN FOR BUSINESS IN TORONTO

MONTREAL (March 21, 2012) - Following extensive renovations, VIA Rail Canada is now welcoming Business and Sleeper Class passengers at a new Panorama Lounge in Toronto's Union Station. The improvements to the Panorama Lounge are part of the Government of Canada's US\$930 million Capital Investment Project (CIP), which is funding the upgrade and modernization of VIA's trains, stations and tracks across its national network. The new 6,200 square foot lounge is 2.5 times larger than its predecessor and can accommodate over 200 guests. The lounge is complemented by modern furnishings and natural light streaming in from a wall of windows - a marvelous haven for the discerning traveler that befits the VIA Rail experience.

Toronto's new Panorama Lounge is centrally located on the ground floor of Union Station and retains the beauty of this unique heritage building; Toronto's Union Station is classified as a historical monument by the governments of Canada and Ontario. In order to retain the traditional aesthetics of the building, very specific attention was placed on heritage preservation. The marrying of the old and new creates a comfortable, yet sophisticated setting in the Panorama Lounge. The lightness of the restored terrazzo and marble floors - which is the same marble used in 1927 - contrasts beautifully against the dark-colored wood cabinetry that matches the original oak panels and cabinets.

From the moment passengers enter this stylish business class lounge, they will know that they are traveling on VIA Rail, which is known for its superb facilities and high level of service. Guests in the lounge can keep connected with complimentary Wi-Fi access and for the time-chasing business traveler, and offers a business center complete with computer stations, printers and meeting spaces. Passengers can help themselves to juices, soft drinks, a selection of fine teas and freshly brewed espresso coffees, including lattes and cappuccinos. Art enthusiasts will appreciate the beautiful selection of art commissioned from renowned Canadian artists - Mary Filer, Kenojuak Ashevak and Liz Magor - now installed in the new Panorama Lounge.

VIA is also participating in the City of Toronto's Revitalization Project of Union Station by upgrading the baggage service area and adding more train display boards. These projects expect to be completed by October 2012.

VIA's Panorama Lounge is a vital component to the VIA network, welcoming intercity travelers that use VIA's convenient Corridor service between Windsor, Toronto, Ottawa, Montreal and Quebec City. It is also where Sleeper Car passengers begin their travel experience on the Canadian, VIA's trademark western transcontinental train from Toronto to

Vancouver. The Canadian also runs east, beginning in Vancouver and ending at Toronto's Union Station.

**Hi res images available upon request*

###

About VIA Rail Canada

As Canada's national rail passenger service, VIA Rail Canada's (www.viarail.ca) mandate is to provide safe, efficient, more environmentally sustainable and cost-effective passenger transportation, in the country's two official languages. Every week, VIA operates 503 intercity, regional and transcontinental trains linking 450 communities across its 7,800-mile route network. Winner of the 2011 RAC Safety Award, VIA transports over four million passengers annually. The demand for VIA services is growing as travelers increasingly turn to train travel as a safe, hassle-free and environmentally responsible alternative to congested roads and airports. Since 2007, the Government has invested nearly 1 billion dollars in VIA in order to meet growing demand and transform Canada's rail passenger service for the future. Follow the evolution of current projects at viarail.ca/transformingVIA. Follow VIA on Twitter at twitter.com/via_rail. Visit VIA on Facebook at facebook.com/viarailcanada.

M. Silver Associates

Maria Castro/Erica Cohen

Tel: 212 754-6500

mariac@msilver-pr.com /

ericac@msilver-pr.com

VIA Rail Canada

Ryan Robutka

Tel: 604.640.3741

Ryan_Robutka@viarail.ca

This material is distributed by M. Silver Associates, Inc. on behalf of VIA Rail Canada. Additional information is available at the Department of Justice, Washington, D.C.





Media Release

For Immediate Release

VIA RAIL CANADA COMPLETING IMPROVEMENTS ON MORE THAN 50 STATIONS NATIONWIDE

***Important Component of Largest Ever Capital Investment By VIA Rail Includes
Upgrades and Modernization in Stations Large and Small***

MONTREAL (April 18, 2012) - VIA Rail Canada, the country's national rail system, is full-steam ahead on its largest capital investment project (CIP) ever - US\$930 million – which include improvements to more than 50 rail stations. VIA's stations are an integral part of the community – often housed within a historical landmark or serving as a central transportation hub linking over 450 communities on VIA's network. The project will upgrade and modernize key passenger stations from Vancouver to Halifax.

To improve the VIA passenger experience, this CIP has generated a range of station improvements from minimal cosmetic upgrades, including exterior masonry work and new roofing, to building entirely new stations. Renovation of historic stations is an important part of this program. Other major upgrades include improved platforms, passenger lounges, more energy efficient lighting, better customer service areas and more. Moreover, Wi-Fi is now available inside all stations nationwide.

"VIA Rail is well on the way to completion of this ambitious improvement project and some of the most visible results will be in the beautifully improved station facilities that travelers will enjoy," said Pierre Santoni, Director of Domestic and International Sales. "Beyond the necessary improvements to ensure the traveler a pleasant experience, VIA is committed to preserving the historical significance of some of our oldest stations which date back to 1856."

Steeped in Canada's history, several of VIA's stations are deemed historically significant. Determined to preserve these tangible remnants of the past, their architectural features will be renovated to ensure that they can be enjoyed now and in the future.

The historical stations with details on their improvements include:

- **Toronto Union Station:** Almost a century old, Toronto's Union Station is a landmark in the city. Improvements include a new, spacious VIA Rail Panorama Business Class Lounge. The 6,300 sq ft. Panorama Business Class Lounge is separated into two large main areas. A more private area at the western end can be designated for groups or used by passengers who want a quiet place to read or relax. The new lounge is 2.5 times larger than the previous one, and can seat 205 guests – plenty of room to accommodate both the *Corridor* and long-haul passengers.

- **Vancouver's Pacific Central Station:** Built between 1917 and 1919, this architectural landmark was designated as a national historic site in 1991. The masonry, roof and windows will be revamped or replaced, making sure to preserve the features that mark the building as a heritage site. Pacific Central Station is the Western home for VIA's cross-Canada tourism service, *The Canadian*, and the gateway to Western Canada for visitors from around the world.
- **Winnipeg Union Station:** Another heritage building, which, following upgrades funded by the capital investment program, was awarded BOMA's BEST* Level 2 certification. Winnipeg Union Station is celebrating its Centennial next year.
- **Halifax Station:** The 80 year-old Halifax Railway Station continues the 150-year history of passenger rail service to the city and is the eastern terminus of North America's passenger rail network. Renovations included heritage building preservation, new lounge, upgraded platforms and parking lots.
- **Belleville Station:** One of Canada's top 15 stations in terms of passenger volumes today, VIA began using the new station in March. The station now features an overhead walkway and island boarding platform (similar to the one in Oshawa). Still to come are a new and expanded parking lot, landscaping and a completely rebuilt main platform. VIA hopes to formally open the new facility early this summer. The old station, which dates back to 1856, will be preserved and developed for other uses.

Other highlights of the VIA Rail station improvements include:

- **Oshawa and Cobourg (NEW stations):** A third main track and separate passenger and freight operations are being added. As such, there is a need for a new way to board and disembark the passengers safely - without crossing rail lines on foot. Therefore, the new facility will include an island boarding platform, accessible by an overhead footbridge.
- **Smiths Falls (NEW station):** A completely new station in a new location. The station is fully-accessible, with easy passenger access, ample parking and room for future growth. The new location reduces schedule conflicts between VIA passenger and Canadian Pacific freight trains which occurred at the old site.
- **Windsor (NEW station):** Due to demand and passenger needs, the 50 year old station is being replaced with a new facility that will provide a more welcoming and accessible environment for passengers with convenient parking, passenger pick-up and drop-off facilities, efficient ticketing and baggage handling and comfortable waiting areas.
- **Montreal:** New information board, additional seating, special service request area and improved track movement efficiency
- **Quebec:** Security and efficiency improvements and track repairs
- **Niagara Falls:** Building and platform upgrades and expanded customs clearance area
- **Ottawa:** Extensive interior and exterior upgrades including customer areas, baggage operations and safety systems

- **St. Catharine's:** Upgraded waiting room areas, improved platform access and renovated ticket office

Other important endeavors from the US\$930 CIP include: new locomotives and passenger cars infrastructure; expansion and renovation on such routes as the Ontario-Quebec corridor; the addition of new trains and faster service, including new express service between Montreal and Ottawa and a doubling of trains between Ottawa and Toronto; and, the introduction of new "green" technology to ensure that equipment meets current environmental standards and improves fuel efficiency. The massive investment is designed to provide more accessible, efficient, comfortable and safe rail travel throughout Canada.

For more information on VIA Rail Canada, the station upgrades, and the US\$930 capital investment program, please visit: www.viarail.ca.

** BOMA BEST (Building Environmental Standards) is a national program managed by BOMA Canada to address an industry need for realistic standards for energy and environmental performance of existing buildings based on accurate, independently verified information.*

###

About VIA Rail Canada

As Canada's national rail passenger service, VIA Rail Canada's (www.viarail.ca) mandate is to provide safe, efficient, more environmentally sustainable and cost-effective passenger transportation, in the country's two official languages. Every week, VIA operates 503 intercity, regional and transcontinental trains linking 450 communities across its 7,800-mile route network. Winner of the 2011 RAC Safety Award, VIA transports over four million passengers annually. The demand for VIA services is growing as travelers increasingly turn to train travel as a safe, hassle-free and environmentally responsible alternative to congested roads and airports. Since 2007, the Government has invested nearly 1 billion dollars in VIA in order to meet growing demand and transform Canada's rail passenger service for the future. Follow the evolution of current projects at viarail.ca/transformingVIA. Follow VIA on Twitter at twitter.com/via_rail. Visit VIA on Facebook at facebook.com/viarailcanada.

M. Silver Associates
Maria Castro/Erica Cohen
Tel: 212 754-6500
maria@msilver-pr.com
ericac@msilver-pr.com

VIA Rail Canada
Ryan Robutka
Tel: 604.640.3741
Ryan_Robutka@viarail.ca

This material is distributed by M. Silver Associates, Inc. on behalf of VIA Rail Canada. Additional information is available at the Department of Justice, Washington, D.C.



| Month | VIA News & Marketing | MSA Press Releases & Pitches | Press Visits |
|-----------------|--|---|--|
| November | | | |
| | | The New Canadian (Press Release - DELAYED) | Begin Business Travel Press Trip Outreach (MC) |
| | | Top 10 Reasons to Travel VIA for Business (Pitch - EC) | Partner Outreach/Press Trip Calendar 2012 |
| | | Winter Packages and Festivals on VIA (Pitch - SI) | Begin Romance by Rail Press Trip Outreach (EC) |
| December | | | |
| | Receive updated timeline of new products | Last-Minute Winter Deals (Pitch - MC) | Partner Outreach/Press Trip Calendar 2012 |
| | 12/21: Expected opening of the Union Station Panorama Lounge | Ali's Story Press Release/Announcement of Brian and job description | ASTA Press Trip - Social Media Campaign |
| | Chef Competition/New Menu on VIA | | Start CTC/Churchill Press Trip Outreach |
| 2012 | | | |
| January | | | |
| | Food Festivals (Vancouver Dine Out: Jan 20-Feb 5 2012) | Express Deals (Pitch) | Start business travel press outreach |
| | Chef Competition/New Menu on VIA | Valentine's Day/Romance (Press Release) | Romance By Rail Press Trip |
| | | New Rail Tracks/Express Trains (Pitch) | |
| | | 50% Off / Train Cars 50 and 51(Pitch) | |
| February | | | |
| | | New Chef, New Menus (Press Release) | |

| | | | |
|--------------|---|---|---|
| | | Success in 2011 VIA Rail Sales (Press Release) | |
| | | | |
| March | | | |
| | | Renovation of Historic Train Stations (Press Release) | Travel Agent Social Media Familiarization trip (TBD) |
| | | Spring - Family and Gardens (Pitch) | Business Travel Press Trip - Panorama Lounge |
| | The New York Times Travel Show, March 2-4 | Men's Lifestyle Pitch - hiking, biking, golfing, etc. (Pitch) | Begin outreach for Jasper - Prince Rupert |
| | | As Canada thaws out, visit Jasper/Prince Rupert//Nova Scotia Getaways (Pitch) | Steve Lindsay |
| April | | | |
| | CMM April 2-3 SFO, MSA to attend | Chef and Menu release | |
| | April 5 media lunch | Women's Lifestyle Pitch - spa, shopping, culture, etc. (Pitch) | |
| | Media dinner in SFO April 2 | Summer Travel with VIA Rail Release | |
| | | Train versus plane/car (Pitch) | |
| May | | | |
| | Train Day, May 11th | Summer packages pitch | Family Travel press trip - individual or group |
| | Go Media Canada Marketplace, May 27-31 | Summer festivals | |
| | Rendez-vous Canada, May 13-16 (Edmonton) | Surprise and Delight | |
| June | | | |

| | | | |
|------------------|--|---|---|
| | | Explore Prince Rupert with VIA Rail (Pitch) | June 8-25: Jasper - Prince Rupert Press Trip |
| | | Multi-Generational Travel (Press Release) | |
| | | | Glenn Collins (NYT) individual trip |
| | | | Railroad Age |
| July | | | |
| | | See the Leaves: Fall Foliage on VIA Rail (Press Release) | Mark Thompson, Edge |
| | | Intermodal Partnerships (Press Release) | Food Press Trip |
| August | | | |
| | | Fall Festivals | Houston Chronicle Visit |
| | | | |
| | | | |
| | | | |
| September | | | |
| | | Holiday Travel for VIA | Partner Outreach/Press Trip Calendar 2012 |
| | | | |
| | | | |
| October | | | |
| | | Roll-out of Park and Chateau Cars/Refurbishment Press Release (Press Release) | Fall Foliage Press Trip -The Canadian |
| | | Winter packages on VIA | |
| November | | | |

| | | | |
|-----------------|--|--------------------------|--|
| | | | Partner Outreach/Press Trip Calendar 2013 |
| | | | Churchill - View the Polar Bears |
| | | | |
| December | | | |
| | | Last-Minute Winter Deals | |
| | | Romance Press Trip/Pitch | |

| |
|---|
| Other PR activities |
| Finalize Woman's Day and Regis & Kelly Promotions |
| Work on 2012-2013 PR Plan |
| |
| |
| Martha Stewart Promotion Opportunity (EC) |
| |
| |
| |
| |
| Start Travel Agent Social Media Program |
| Select venue and invite media for Feb/March media lunch and desksides |
| |
| |
| |
| Travel Agent Social media program-select participants |

| |
|---|
| Pursue business traveler writers to experience VIA Rail |
| Tuesday, Feb 28 Meeting with Pierre and Media Lunch |
| |
| MSA select meetings for CMM |
| |
| |
| |
| |
| Outreach for trip sweepstakes promotions |
| |
| |
| |
| Media Tour (Dallas, Houston, Boston, Chicago) |
| |
| |
| |

| |
|---|
| Plan NYC event |
| |
| |
| |
| |
| |
| Reach out to Regions re: Fall Press Trips |
| |
| Plan NYC event |
| |
| Plan NYC event |
| |
| |
| |
| |
| |
| Media tour in SFO, LAX, SAN, SEA |
| Plan NYC event |
| |
| |
| |
| Finalize plans for NYC event |
| |
| |

| |
|--|
| NYC Event - Launch The Canadian new rail cars |
| |
| |
| |
| |
| |
| |

TURKEY TOURISM 2012 CALENDAR

| Month | Press Releases | Pitches | Notes |
|-----------|---|---------|-------|
| January | Istanbul, 2012 European Capital of Sport, to Host 33 rd World Medical Health Games | | |
| February | | | |
| March | | | |
| April | | | |
| May | | | |
| June | | | |
| July | | | |
| August | | | |
| September | | | |
| October | | | |
| November | | | |
| December | | | |

- **Top 7 Istanbul**
- **2012 Istanbul European Capital of Sport**
 - www.aces-europa.eu
 - Sports: golf, skiing, yachting, ballooning and
 - IAAF World Indoor Championships in Istanbul
March 9 - 11, 2012
<http://www.istanbul2012wic.org>
 - Runfire Cappadocia
July 7 – 15, 2012
<http://www.runfirecappadocia.com/EN/>
 - LycianWay Ultra Marathon
September 22 – 30, 2012
<http://www.likyayoluultramaratonu.com/EN/>
- **History and archaeology**
 - New discoveries, major excavations
- **Culture and Arts**
 - IKS events (dates are n/a)
 - Contemporary Istanbul (November)

- **Gastronomy/Wine**
- **Istanbul Shopping Festival**
- **Meetings, conventions, incentives**
- **Religious Travel**
- **Nature/environment: national parks**
- **Family travel**
- **Cruising and port experiences**
- **Beach**
 - **Top beaches of Turkey**
- **Couples, romance and honeymoons**
- **Health/Wellness - spas: thermal baths, natural springs**

6th International Antalya Sand Sculpture Festival
<http://www.larasandland.com>

The tradeshows that TT will participate in 2012

- NY Times Travel Show, March 2-4, 2012, New York, NY
- Miami Sea Trade, March 12-15, 2012, Miami, FL
- ASTA IDE, March 1-4, 2012, Lima, Peru
- ASTA TRADE September 7-9, 2012, Los Angeles, CA
- IMEX AMERICA, October 9-11, 2012, LAS Vegas, NV

Annual PR Plan FY 2012

Regional Office: AMERICAS

| | Cost (SGD) | Apr | May |
|---|------------|-----|-----|
| PILLAR #1 - DINING | | | |
| <p>Activity 1: Key Media Fams during industry platforms World Street Food and Worlds of Healthy Flavors, including a global blogger campaign (Dates TBC)</p> <p>Target: 2 fams, 10 outlets [Publications: Bon Appetit, Food Network Magazine, David Lebovitz, Eater.com, PBS Food Blog, SeriousEats.com, Delish.com, SeriousEast.com]</p> | 50,000 | | |
| <p>FAM #1 - "New-Age Hawkers & Chefs" Press Trip (August 2012 or Oct 2012)</p> <p>*Feature up-and-coming Singapore chefs (foreign or otherwise), innovative new age hawkers, restaurateurs such as Les Amis, Lo & Behold, Tung Lok etc.</p> <p>*Distribute invitation in March for an August press trip</p> <p>*Target travel, epicurean media (online and offline) and top tier food blogs</p> <p>*TOTAL MEDIA: 4-5</p> | | | |
| <p>FAM #2 - World of Healthy Flavors Conference (November 2012)</p> <p>*Distribute invitation in June / July for projected November press trip</p> <p>*Target travel, epicurean media (online and offline) and top tier food blogs</p> <p>*Please see attached addendum for targeted media</p> <p>*TOTAL MEDIA: 4-5</p> | | | |
| <p>Activity 2: Pitching of the "The Business of Food in SEA" (business story) –Develop full-blown pitch and tacticsmedia highlighting stats / revenue / earnings of celebrity chef restaurants. In-market Media Cultivation Events such as Satellite Lunch to business titles and Secret Supper Club.</p> | 40,000 | | |

| | | | |
|---|--------|--|--|
| <p>Pitch: "The Business of Food in South East Asia & Success Stories of U.S. Celebrity Chefs in Singapore"</p> <p>*Hard data required on the celebrity chef restaurants at MBS and RWS (if possible) *Secure data on fine dining restaurants by homegrown chefs</p> <p>*Data could include net spend, number of covers per annum, best selling dishes etc.</p> <p>*Fresh quotes from U.S. chefs and homegrown chefs speaking to success, plans for expansion etc. *Details on celebrity chefs looking to expand in the Singapore market</p> <p>*Tie-in: "Satellite / Virtual Lunch with business titles. Food by cele"</p> | | | |
| <p>Event: Secret Supper Club at the Ambassador's Residence</p> <p>*Primarily a cultivation event *Host during the Mid-Autumn Festival (The Festival falls on on September 30th in 2012 or we can do it in the first week of November)</p> <p>*Feature a homegrown Singapore chef or well known food personality (i.e. Cheryl Tan, Mohan Ismail etc.)</p> <p>*Update epicurean, lifestyle and travel media on culinary and tourism sectors</p> | | | |
| PILLAR #2 - ATTRACTIONS | | | |
| <p>Activity 1: In-market cultivation events: Webcasts/ Online Seminars with press to reach out to a build a bigger base of media interest (outside of fams) in Singapore's upcoming attractions and attraction landscape</p> <p><i>Target: 2 webcasts, 20 media participants</i></p> | | | |
| <p>Activity 2: Key Media Fams during River Safari and Gardens by The Bay opening.</p> <p><i>Target: 1 fams, 5 outlets [Publications: AFAR, CNT, Budget Travel, Nationl Geographic Magazine, Travel & Leisure]</i></p> | 30,000 | | |

| | | | |
|---|--------|--|---|
| FAM # 1 - Attractions *Distribute invitation in March 2012 (trip to take place in July 2012) *Target lifestyle and travel media (offline and online, and blogs) *Please see attached addendum for list of targeted media TOTAL MEDIA: 4-5 | | | |
| PILLAR #3 - HOSPITALITY | | | |
| Activity 1: Two hotel/ interiors/ Lifestyle specific fams. (W opening) Target: 2 fams, 6 outlets [Publications: CNT, Vogue, Travel & Leisure, Wallpaper, Departures, Jetsetter.com] | 30,000 | | |
| FAM # 1 - Hospitality *Distribute invitation in March (trip to take place in Aug 2012) *Target lifestyle, hotel, travel, architecture and design publications *Please see attached addendum for list of targeted media *TOTAL MEDIA: 3-4 | | | |
| PILLAR #4 - CRUISE | | | |
| Activity 1: Fams for Cruise Sector (Official Opening of ICT on 23 May 2012 industry media fam) Target: 2 fams, 6 outlets : Travel Agent, USA Today/ Concierge.com, Vacation Agent, Cruise Business Review, Cruise Critic, Cruise Industry News | 30,000 | | X |
| Activity 2: Key Broadcast Currently being explored: Love Boat Program (very preliminary) | TBD | | |
| Activity 3: Key Broadcast Currently being explored: CLIA developing "History of Cruising" angle to pitch to networks. Pitching Asia as next Frontier(very preliminary) | TBD | | |
| FAM # 1 - CRUISE *Distribute invitation in March if target is to have cruise media attend a May opening for the ICT *Target cruise media and cruise writers at blogs, dailies, cruise magazines and online cruise websites *Please see attached addendum for list of targeted media TOTAL MEDIA: 5-6 | | | |
| OVERALL - BUILDING SINGAPORE AS A PERSONALISABLE URBAN UTOPIA | | | |

| | | | |
|--|-------------------|------------|------------|
| Activity 1: Media Fam to Build destination awareness and buzz leveraging F1. Target: 1 fams, 4 outlets [Publications: Key male lifestyle publications e.g. GQ, Vogue etc] | 30,000 | | |
| Activity 2: Media Partnership with key relevant outlets, offering assets that builds on the messaging of our 4 pillars and reaches out to our target audience. Focus in 2012: (in order of priority) - Cruise (New ICT) - Attractions (Renewal. Leverage new openings in 2012) - Hospitality (Jointly host 2nd Hospitality Conference) - Dining - (Overall) Formula 1 viewing party with key title such as Vogue, Vanity Fair. (Engagement of top Execs) | 500,000 | | |
| FAM #1 - SINGAPORE GRAND PRIX *GP takes place from September 21-23, 2012 *Distribute invitation by May / June to engage media for a September SGP Press FAM *Secure access for media to meet with celebrities and race car drivers as well as tour pit areas *Target men's interest and lifestyle media - we may have to work with only 1-2 select media as most of these publications do not accept press trip invitations (i.e. Esquire, GQ, Men's Journal etc.) *Please see attached addendum for list of targeted media *TOTAL MEDIA: 1 | | | |
| Retainer | 350,000 | | |
| US Baseline Trade Engagement | 20,000 | | |
| | | | |
| | Cost (SGD) | Apr | May |
| PR Activities for Corporate Priorities and Stakeholder Activities | | | |
| Corporate Priorities | | | |
| Referring to the list of corporate priorities below, <u>pick out only the ones relevant to your market</u> , and indicate the corresponding PR activities. | | | |
| Asia Fashion Exchange (April) | | | |
| International Cruise Terminal Opening (April/May)- fam | | | |
| F1/GPSS (Sept) | | | |
| TravelRave (Oct) | | | |
| SPICE (project based/all year) | | | |
| | | | |
| | Cost (SGD) | Apr | May |
| Stakeholder Activities | | | |
| Referring to the list of stakeholder activities below, <u>pick out only the ones relevant to your market</u> , and indicate the corresponding PR activities. | | | |

| | | | |
|--|---------------|-----|-----|
| World Gourmet Summit (April)- Fam | | | |
| Fashion Season @Orchard (April) | | | |
| Great Singapore Sale (May-June) | | | |
| Singapore Food Festival (July) - Fam | | | |
| "New Age Hawkers & Chefs" - FAM | | | |
| Opening of Gardens by the Bay (June*)- Fam | | | |
| Opening of River Safari at Mandai (June*) - Fam | | | |
| Opening of Marine Life Park at Resorts World Sentosa (by end June*) - Fam | | | |
| Opening of Equarius Hotel and Beach Villas at Resorts World Sentosa (by end June*) | ? (TBD - STB) | | |
| Hari Raya Light Up at Geylang Serai (Aug/Sept) | | | |
| Mid Autumn Festival at Chinatown (Aug/Sept) | | | |
| Deepavali Celebrations at Little India (Oct/Nov) | | | |
| Christmas in the Tropics (Nov/Dec) | | | |
| ZoukOut (Dec) | | | |
| Marina Bay Countdown (31 Dec) | | | |
| Chinese New Year Light Up at Chinatown, River Hongbao, Chingay Parade (Jan/Feb) | | | |
| | | | |
| * exact opening dates to be confirmed by stakeholder | | | |
| | | | |
| | Cost (SGD) | Apr | May |
| PR Activities for Education | | | |
| | | | |
| | | | |
| | | | |
| PR Activities for Healthcare | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | Cost (SGD) | Apr | May |
| PR Activities for Investment Promotion | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| * exact opening dates to be confirmed by stakeholder | | | |
| | | | |
| | | | |
| | | | |

MEDIA PARTNERSHIP, BROADCAST MEDIA

| | | | |
|--|--|--|--|
| | | | |
| Broadcast Media Partnerships - Pillar # 1 - Food | | | |
| BRAVO | | | |
| Scripps Network | | | |
| Travel Channel | | | |
| Food Network | | | |

| | | | |
|--|--|--|--|
| Food2 | | | |
| Cooking Channel | | | |
| PBS Network | | | |
| Frappe Productions (production company) | | | |
| High Noon Television (production company) | | | |
| Magical Elves (production company) | | | |
| Optomen USA (production company) | | | |
| Pietown Productions (production company) | | | |
| Powderhouse Productions (production company) | | | |
| Screaming Flea Productions | | | |
| Sharp Entertainment (production company) | | | |
| Tremendous Entertainment (production company) | | | |
| Zero Point Zero (production company) | | | |
| | | | |
| Broadcast Media Partnership - Pillar #2 & #3 - Attractions and Hospitality | | | |
| BRAVO | | | |
| Scripps Network | | | |
| Travel Channel | | | |
| Food Network | | | |
| Cooking Channel | | | |
| HGTV (Home & Garden Television) | | | |
| PBS Network | | | |
| Frappe Productions (production company) | | | |
| High Noon Television (production company) | | | |
| Magical Elves (production company) | | | |
| Optomen USA (production company) | | | |
| Pietown Productions (production company) | | | |
| Powderhouse Productions (production company) | | | |
| Screaming Flea Productions | | | |
| Sharp Entertainment (production company) | | | |
| Tremendous Entertainment (production company) | | | |
| Zero Point Zero (production company) | | | |
| | | | |
| <p><i>*The abovementioned outlets are television networks, cable networks and production companies that match the criteria set by MEC. Bandwidth and reach is on a national level and there are opportunities for international syndication. Production companies shortlisted work with the abovementioned networks on a regular basis and have a track record of producing programs that speak to the Dining and Attraction pillars.</i></p> <p><i>Opportunities to tap into other platforms such as social media is greater with the abovementioned outlets.</i></p> | | | |
| | | | |
| | | | |

| 2012 | | | | | 2013 | | | | |
|------|-----|-----|------|-----|------|-----|-----|-----|-----|
| Jun | Jul | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar |
| | | | | | X | | X | | |
| | | X | | | | | | | |
| | | | | | | | | | |
| | | | X | | | | | X | X |

| | | | | |
|---|---|--|--|--|
| | | | | |
| x | x | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | |
| | | | | | | | | | |

| | | | | | | | | | |
|--|--|---|--|--|--|---|--|--|--|
| | | X | | | | X | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |

(Renewal and Pioneering equities)



2012 PUBLIC REL

| JANUARY | EVENTS IN NAYARIT | CVB MARKETING | PRESS VISITS/Interviews |
|----------|--|------------------------------------|---|
| | Festival of Migratory Birds Jan 29-Feb 5 | | Bird Festival Press Trip Jan 29-Feb 5 |
| | | | Invite media for Extravaganza Nautica press trip March-7-11 |
| | | | Tianguis press planning Contact Zain Deane |
| FEBRUARY | EVENTS IN NAYARIT | CVB MARKETING | PRESS VISITS Interview |
| | | | Tianguis and Extravaganza Nautica Preparation |
| | | | Invite media for Golf and Gourmet press trip |
| | | | |
| MARCH | EVENTS IN NAYARIT | CVB MARKETING | PRESS VISITS/Interviews |
| | Extravaganza Nautica, 1-5 Vallarta Race, 2-9 J24 Keelboat, 7-10 Windsurf, 9- 11 Punta Sayulita Surfing, 10- 18 Mexorc Oceanic Race, 10- 18 Kitesurf, 12-16 420,er and Wexmex Optimist, 20-24 Regata Bahia de Banderas | | Extravaganza Nautica Press Trip March 7-11 |
| | | Mexico Press Trip Dates: | |
| | | Tianguis, Acapulco, March 25 28 | Tianguis press visits |
| | | | Golf/Gourmet Fam Trip with St. Regis |
| | | | |
| APRIL | EVENTS IN NAYARIT | CVB MARKETING | PRESS VISITS/Interviews |
| | | 10-22 Gourmet & Golof Classic | Press Trip April 12-15 |
| | | | |

| | | | |
|-----------|---|---------------------------------|--|
| MAY | | | 18 Richard Sandoval Press visit to Four Seasons with 1/2 day RN tour |
| | | | |
| | EVENTS IN NAYARIT | CVB MARKETING | PRESS VISITS/Interviews |
| | 26-30 Aromas and Flavors of Mexico with Patricia Quintana | | May 10-13 Bachelor Canada |
| JUNE | 30 May-3 June San Blas Fishing Tournament | | Interview with wedding Planner |
| | | | |
| | EVENTS IN NAYARIT | CVB MARKETING | PRESS VISITS |
| | | | Interview with Meeting Planner |
| JULY | | | Fishing Expert Interview |
| | | | |
| | EVENTS IN NAYARIT | CVB MARKETING | PRESS VISITS |
| | | Road Show July 9 San Diego | Interview with Huichol museum curator |
| AUGUST | | | Travel Channel shoot, July 4-9 |
| | | Road Show July 11 San Francisco | Latina Style press visit July 3-7 |
| | | Road Show, July 12 Phoenix | July 23-28 Virgin Air SFO press trip |
| | EVENTS IN NAYARIT | CVB MARKETING | PRESS VISITS |
| SEPTEMBER | | | Aug 13-20 Bravo Newlyweds shoot |
| | | | August 24 Toronto media lunch |
| | | | August 14-20 Virgin Air SFO press trip |
| | EVENTS IN NAYARIT | CVB MARKETING | PRESS VISITS |
| OCTOBER | | | Vallarta Adventures interview |
| | | | Alaska Air - San Diego press trip September 7-9 |
| | | | |
| | EVENTS IN NAYARIT | CVB MARKETING | |

| | | | |
|----------|---|------------------------------------|--|
| NOVEMBER | Pan American Games | MSA to submit 2013 Budget proposal | Spa or Haramara interview |
| | La Cruz de Huanacastle Fishing Tournament | | Patricia Quintana press trip |
| | | | Richard Gibson & John Brownlee, Salt Water Sportsman |
| | | | |
| | EVENTS IN NAYARIT | CVB MARKETING | PRESS VISITS |
| DECEMBER | Gastronomy Festival | | Ian XX - Sayulita interview |
| | | | |
| | | | |
| | EVENTS IN NAYARIT | CVB MARKETING | PRESS VISITS |
| | | | |
| | | | |
| | | | |



ATIONS ACTION PLAN

| WRITING/PITCHES | SOCIAL MEDIA | PR-Mexico |
|--|--|-----------|
| 2012 events in Riviera Nayarit | Festival of Migratory Birds | |
| Update on Tianguis | Tianguis | |
| Extravaganza Nautica release | | |
| Request spring travel packages from CVB partners | | |
| WRITING/PITCHES | SOCIAL MEDIA | |
| Spring travel packages | Tianguis | |
| | Extravaganza Nautica | |
| Tianguis updates | | |
| WRITING/PITCHES | SOCIAL MEDIA | |
| Extravaganza Nautica news | Extravaganza Nautica news - winners, anecdotes, testimonials, videos, photos, celebrities | |
| Tianguis press room info on RN | | |
| Summer/Family Destination Marketing Offers | | |
| WRITING/PITCHES | PROMOTIONS | |
| New Developments | | |
| Fishing in Nayarit and tournaments | | |

| | | |
|---|----------------------------|--|
| Golf in Nayarit | | |
| Gourmet Experience | | |
| WRITING/PITCHES | PROMOTIONS | |
| Summer Packages at luxury resorts | | |
| Reasonable destination weddings and honeymoons at | | |
| Nayarit Chefs | | |
| WRITING/PITCHES | PROMOTIONS | |
| Meetings in RN | | |
| International Fishing Tournament Recap | | |
| | | |
| WRITING/PITCHES | PROMOTIONS | |
| New developments release | | |
| Celebrities releasee | | |
| | | |
| WRITING/PITCHES | PROMOTIONS | |
| Fishing Festival release | | |
| Huichol release | | |
| Gourmet Festival release | | |
| WRITING/PITCHES | PR & PROMOTIONS | |
| Holiday Travel | NYC MEDIA TOUR | |
| Whale Watching pitch | | |
| Gourmet Festival short lead pitch | | |
| WRITING/PITCHES | PROMOTIONS | |

| | | |
|---|------------|--|
| Winter travel packages | | |
| Health, wellness spas | | |
| | | |
| | | |
| WRITING/PITCHES | PROMOTIONS | |
| Last minute offers for the holidays in RN | | |
| Sayulita Feature | | |
| | | |
| WRITING/PITCHES | PROMOTIONS | |
| Best RN deals for 2011 | | |
| | | |
| | | |